RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 11, 1996

RJR Account #375878
P. Cox
McLANE-NORTHEAST

* * *REVISED* * *

May Promotion (#600355): Doral *B2G1F*

Dear Paul:

Doral B1G1F product, as well as Live product, in quantities listed below has been ordered to cover your May 1996 authomatic monthly display shipment to your participating retail accounts. 1650 SKUs of sleeves (item #506870) have been ordered to Consolidated Industries to pack this Promotion.

UPC Code	DORAL STYLE	#/ (6M) Cases B1G1F Product	#/ (12M) Cases Live Product
12300-21851	*FF*	109	27
12300-21973	*FF 100*	109	27

B1G1F Product PO #E59935-01; Live Product PO #E59935-02

Product Arrival:	April 22, 1996
Premium Arrival (Consolidated):	April 25, 1996
Ship Date to Retail:	Week of: May 13, 1996

Item #506870 (Sleeves for Display Assembly)

SKU CUBE:	0.7120
SKU WT (w/o Product):	2.5000 lbs
Retail Sales Offer per Sku:	20 units

Item #507080 (Counter Displays / Ship, unopened, 1 to each retail account)

SKU CUBE:	1.6446
SKU WT (w/o Product):	3.7500 lbs
Retail Sales Offer per Sku:	1 unit

Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$42,541.44
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/ktpm0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $3,038.00 **(108.5 cases @ $28.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
cc: BAC / RJR
DK / RJR
SS / RJR
LEM / RJR
R. Moore / McLane

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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STATE STAMPING

McLANE NE
#375878

BY STATE: NO./CARTONS TO STAMP 'B1G1F'

DORAL B2G1F	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI
Full Flavor	48	4	356	18	12	66	110	1354	56	1264	10
Full Flavor 100	48	4	356	18	12	66	110	1354	56	1264	10

BY STATE: NO./CARTONS TO STAMP 'LIVE'

DORAL B2G1F	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI
Full Flavor	24	2	178	9	6	33	55	677	28	632	5
Full Flavor 100	24	2	178	9	6	33	55	677	28	632	5

State Orders B1G1F (#/cases per style)

CT	2	$ 208.34
MA	12	1,214.05
MD	1	146.17
NH	3	537.51
NJ	4	536.68
NY	38	3,274.49
OH	3	546.51
PA	46	7,413.84
	109	**$13,877.59**

Live Product (#/cases per style)

	27	**$28,663.85**
Totals (B1G1F and Live)		**$42,541.44**

4/11/96
STAMPING.DOC

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